

I CLAIM:

1. The method of selectively climate controlling the formulation and distribution to points of sale to customers of pet food, that includes the steps

a) establishing a basic formulation of pet food blended ingredients containing A and B ingredients in addition to C ingredients,

b) distributing said A, B and C blended formulation of ingredients to said points of sale,

c) increasing selected amounts of said A ingredients from initial levels to higher levels for distribution in said basic formulation to selected points of sale subject to relatively cool climate conditions, to enhance pet nutrition in such cooler conditions,

d) and decreasing selected amounts of said B ingredients from initial levels to lower levels for distribution in said basic formulation to selected points of sale subject to selectively warm climate conditions, to enhance pet nutrition in such warmer conditions,

e) wherein said c) and d) steps occur at different times of the year,

f) and wherein A ingredients and B ingredients may be the same in part or in toto, or similar.

2. The method of claim 1 including returning said selected amounts of said A ingredients to said initial levels thereof in said basic formulation after said cool climate conditions diminish.

3. The method of claim 1 including returning said selected amounts of said B ingredients to said initial levels thereof in said basic formulation after said warmer climate conditions diminish.

4. The method of claim 1 wherein said A ingredients are protein and fat containing.

5. The method of claim 1 wherein said B ingredients include at least two of the following

- x<sub>1</sub>) fat
- x<sub>2</sub>) protein
- x<sub>3</sub>) carbohydrate

6. The method of claim 1 wherein both said A and B ingredients are protein and fat containing.

7. The method of claim 1 wherein said b) distributing step occurs at selected intervals during summer, fall, winter and spring seasons, said c) step occurs and increases during a transition period in the fall season, and said d) step occurs and increases during a transition period in the spring season.

8. The method of claim 7 wherein the ingredients in said formulation subject to said c) step are distributed in containers bearing a first distinctive appearance, and the ingredients in said formulation subject to said d) step are distributed in containers bearing a second distinctive appearance.

9. The method of claim 8 wherein said first and second distinctive appearances are different colors.

10. The method of claim 1 including varying said selected amounts of said A ingredients in accordance with expected indoor and outdoor cool climate temperature conditions.

11. The method of claim 1 including varying said selected amounts of said B ingredients in accordance with expected indoor and outdoor warm climate conditions.

12. The method of claim 1 including slowing distribution of said basic formulation of ingredients as said step c) is effected; and slowing distribution of said basic formulation of ingredients as said step d) is effected.

13. The method of claim 1 wherein said step c) is effected during a seasonal transition period associated with the fall season.

14. The method of claim 1 wherein said step d) is effected during a seasoned transition period associated with the spring season.

15. The method of claim 1 including formulating a primary proprietary additive, and adding said proprietary additive to the basic formulation of pet food ingredients in conjunction with said c) step, said primary additive characterized as enhancing the effect of said c) step.

16. The method of claim 1 including formulating a secondary proprietary additive, and adding said proprietary additive to the basic formulation of pet food ingredients in conjunction with said d) step, said secondary additive characterized as enhancing the effect of said d) step.

17. The method of claim 1 wherein the relative amounts of said C ingredients are not substantially changed, in the resultant formulation wherein A is increased, or B is decreased.

18. The method of claim 1, wherein three of said A or B ingredients constitute, in collective weight percent, more than 50% of the total weight percent of the total formulation, during winter and summer season, and when shipped.

19. The method of claim 18 wherein the weight percents of all three A ingredients are approximately the same for winter and summer seasons.

20. The method of claim 19 wherein the weight percents of all three B ingredients are approximately the same for winter and summer seasons.